

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

|              |   |             |                 |
|--------------|---|-------------|-----------------|
| Applicant :  | Frank Addante   | Art Unit :  | 3622            |
| Serial No. : | 09/757,389  | Examiner :  | Arthur D. Duran |
| Filed :      | January 8, 2001   | Conf. No. : | 6110            |
| Title :      | SYSTEM AND METHOD FOR REPORTING WEBSITE ACTIVITY BASED<br>ON INFERRED ATTRIBUTION METHODOLOGY |             |                 |

**Mail Stop Amendment**

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF JULY 31, 2009

Please amend the above-identified application as follows: